



A World First



Today, we find ourselves in the middle of the Digital Revolution, where parts of humanity are looking at digitalizing some areas of our lives in an alternative universe: the «metaverse».

Various stakeholders - with a shared passion for the arts and sports - have come together to present a disruptive concept.

ARTonCARS.eu brings objects from the digital world into the physical world.

Experimental in its approach, Art on Cars is a one-of-a-kind concept for the showcase and discovery of collectible physical and digital art.

Seeking to push the boundaries of creativity, this concept brings together world-class artists and luxury brands to create unique artworks to the benefit of a good cause.



Driven by

A world renowned artist - Jean Boghossian

A luxury car brand - Bentley Brussels

A good cause - YourGT & ASCTR
the Sports Association of the Center for Rehabilitation and Traumatology

A team of three exceptional motor racing drivers with
Nigel Bailly, Stéphane Lémeret and Matthieu de Robiano

An innovative META Agency digital 3.0 - ARTeCOM.io

Don't stay on the «pit lane».
Be ready on the start line by reading this augmented «pitch desk»:

**A team project that makes and gives meaning to art and cars lovers,
human performances, in today's reality and tomorrow's innovations.**



Jean Boghossian

The Painter of the Instant and the Instinct



The Artist

An abstract multidisciplinary artist whose recent artworks all bear, at different degrees, traces of burn degradation.

He is one of the few who experiments by applying fire and smoke to various works. Fire, being his artistic language of choice, is used through a wide array of torches. Having transitioned a little more than a decade ago towards abstraction Boghossian's art may evoke a contemporary view on the Zero-movement and Fluxus although he claims not to belong to any artistic movement.

For this project, Jean Boghossian puts his stamp of creativity on two iconic Bentley cars, producing two masterpieces and several artistic items related to the automobile world.



BURNT RACING ART CAR
BENTLEY CONTINENTAL GT3

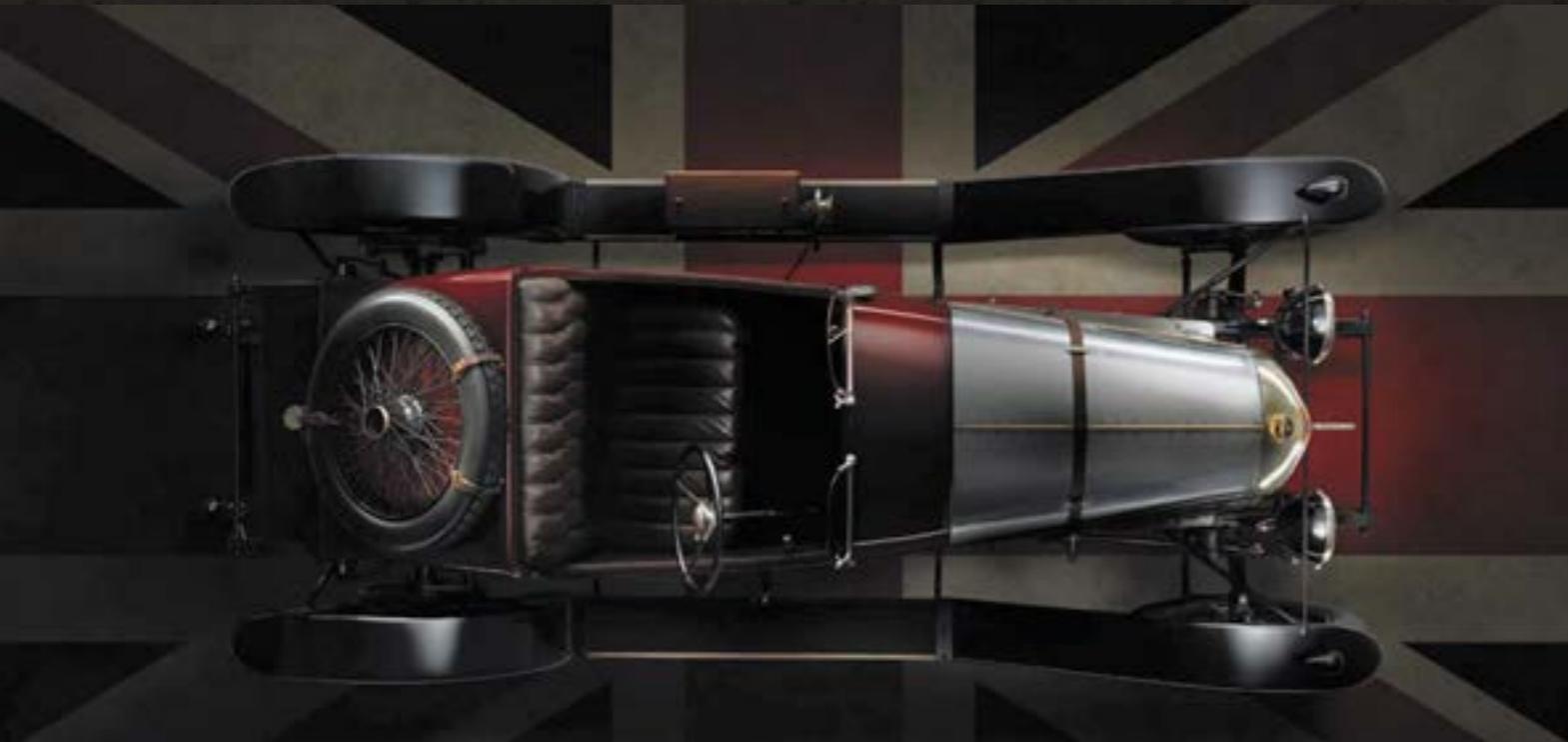


SMOKED ART CAR
BENTLEY CONTINENTAL GT



The Bentley Story

Without racing, Bentley may never have existed at all. Created by W.O. Bentley in 1919, Bentley has been racing since then and has forged over the decades a formidable reputation on the racetracks of the world, thanks to a combination of visionary engineering and the courage of the men and women who take the wheel.



The Brand

W.O. Bentley was more than just an engineer; he was also a passionate competitor - a man who believed unquestionably in the importance of car racing to his success.

Bentley's pioneering vision has long been embodied in the tenacity and ambition of its drivers and our team of pilots.

Nigel Bailly, Stéphane Lémeret and Matthieu de Robiano are no exceptions.

Those great motor racing drivers will dispute the GT World Challenge Europe Endurance Cup with the Art Car Bentley Continental GT3, starting with the 24 Hours of Spa-Francorchamps (28-31 July), followed by a race in Hockenheim (2-4 September) and Barcelona (1-2 October).



BENTLEY

BENTLEY BRUSSELS



CMR

The Racing Drivers

NIGEL BAILLY - Passionate about car racing, he is a true motorsport enthusiast, who will do everything possible to live his dream. In 2021, he was one of the drivers of the adapted Oreca 07-Gibson that competed in the 2021 24 Hours of Le Mans.

The challenge of the CMR team is his participation as a paraplegic driver. Through sport, Nigel proves every day that there is always a way for inclusion and human performance.

STÉPHANE LÉMERET - He is the most experienced driver on the Art Car Bentley Continental GT3 and acts as the crew 'captain'.

He was three times runner-up in the 24 Hours of Spa and won twice in his category during this legendary event. This July, he was competing for the 23rd time!

In 2020, when he last competed, he had already won with a Bentley Continental GT3 in his category for the CMR team.

MATTHIEU DE ROBIANO - Considered as one of the top experts of the VW Fun Cup, he is also highly experienced in more powerful categories. This year he takes on a major challenge by moving by moving to both the GT3 category and Bentley Continental car, that he will tackle with professionalism and determination.

He is the owner of the DRM Sportscars team and has won every single race of this Cup, so far.

ANTONIN BORGA - He shares his life between the family business and motor racing passion. His career has been marked by victories and podiums in Europe and overseas, as well as the realization of a dream: the first participation in the 2020 Le Mans 24 Hours.

MAXIME SOULET - Belgian, former Bentley factory driver, he brings to the team his experience and knowledge of both this exceptional car and these legendary races.

CMR.TEAM : «We want legends»

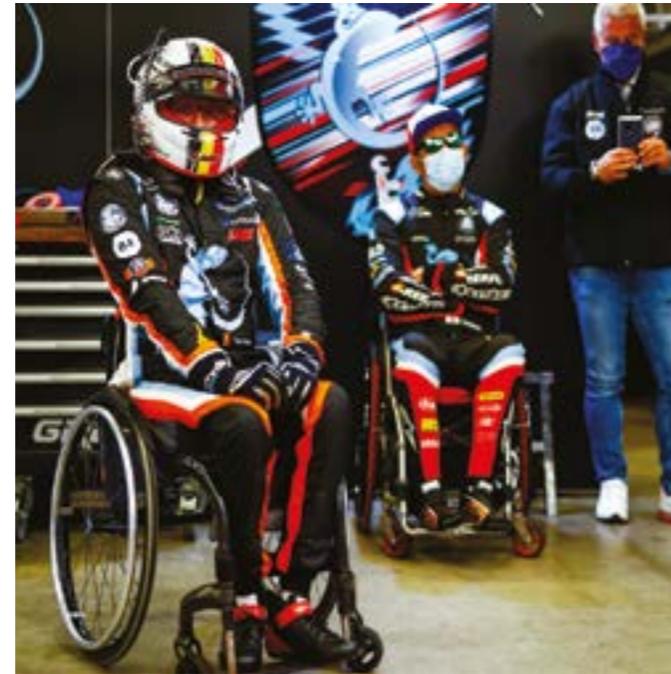
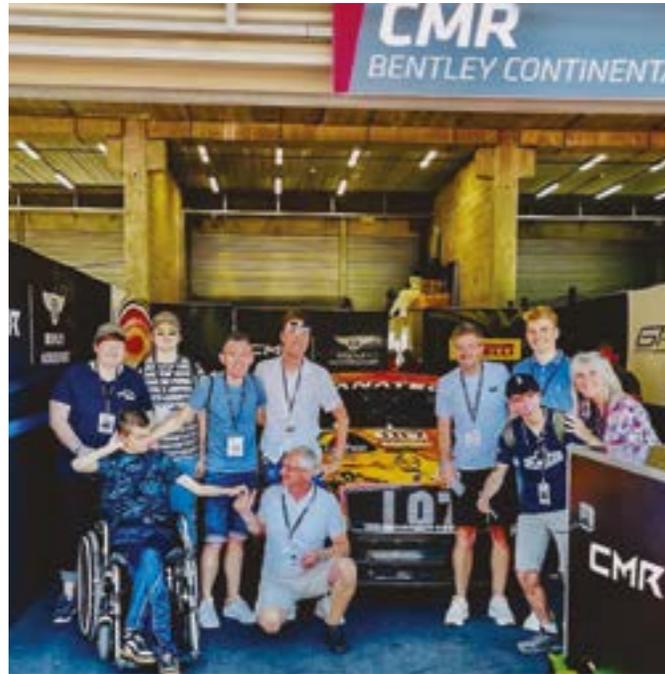
Charly Bourachot (head of the CMR team), is well known for his involvement in the most beautiful GT championships like the FFSA GT, the GT4 Europe, and the GT World Challenge Europe :

«Challenges are made to be taken up, Nigel is a true enthusiast, who loves racing and does everything to live his dream. Of course, the project to enter a Bentley in endurance racing for Nigel immediately appealed to me, and I'm delighted that it will become a reality in 2022!».

The CMR team entered the 2022 Bentley Continental GT3 on the grid for this season. The car has undergone some modifications to allow Nigel Bailly to drive it without disturbing his co-drivers. CMR carries out the assembly, follow-up and maintenance of historical and modern competition cars. The team is based on the mechanical pole of Alès-Cévennes. It is present in many championships, rallies, or circuits, and has a large car park.



The Cause



THE BELGIAN CHARITY - YOURGT - Founded in 2017, this charity supports the practice of sports in rehabilitation centers for persons with disabilities and to promote their integration through sports.

Thanks to the funds raised through this project, YourGT will help the Sports Association of the Center for Traumatology and Rehabilitation (ASCTR) in Brussels and enable people with disabilities to do sports in competitions, leisure or recreation activities.

SPORTS ASSOCIATION OF THE CENTER FOR TRAUMATOLOGY AND REHABILITATION - ASCTR - Its mission is to facilitate the social rehabilitation of people with physical disabilities through sports. Also, the ASCTR is one of the few multi-sports associations in Belgium to offer the opportunities to people with disabilities to perform and learn various sports.

Brussels was founded in 1954 by Dr. Pierre Houssa - Director and Founder of the Center for Traumatology and Rehabilitation (CTR) of the Brugmann Hospital in Brussels, supported by Victor Boin - President of the Belgian Olympic Committee - and Dr. Albert Tricot.

Nowadays, it is the one and only multi-sports organization opened to people with disabilities in the region of Brussels-Capital.





« Phygital »: from digital to physical world



The Meta-agency

ARTeCOM.io is the Belgian meta-agency providing digital solutions and services to artists, companies and projects, that create an immersive and meaningful experience to the benefit of purposeful causes.

They set up a D.A.O. - Decentralised Autonomous Organisation - to articulate the creation of the Art Car and the first-ever collaboration between Jean Boghossian and Bentley Brussels to support the Belgian charity YourGT and the Sports Association of the Center for Traumatology and Rehabilitation in Brussels.

They are producers of Art in Augmented Reality and NFTs.

They organise and curate exhibitions in a «physical and digital META-GALLERY».

They bring phygital ART+3 where people work, shop, have fun, live.

ARTeCOM.io
WEB3ECOSYSTEM

The **ART CAR** season

Episode 1 : Project Kick off

Opening @Bentley Brussels - 16 June

Episode 2 : The Cause

Meet people with added value - 13 July

Episode 3 : The Race

24 Hours of Spa-Francorchamps - 30 July

Hockenheim - 2-4 September

Barcelona - 1-2 October

Episode 4 : The Artist

The Summer Party @Villa Empain 21 August

Exhibition of ART on CAR collection

@Gare Maritime, Tours&Taxis - 8 September-8 October

Zoute Grand Prix - 5-9 October

Episode 5 : The Epilogue

Gala Evening and auction closing the 2022 season

If you would like to be kept informed of our events during the ART CARS exhibition season,
please visit the website regularly

<https://www.artoncars.eu>



Would you like to participate in this wonderful project?

You can now purchase the artworks of the collection

« ART CAR by Jean Boghossian »

from our website

<https://www.artoncars.eu/art-car-by-jean-boghossian-collection>

The artworks will be auctioned in October, after been displayed during unique events and in exclusive venues.

Our events

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Exhibition of ART on CAR collection

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Zoute Grand Prix - 5-9 October

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<https://www.artoncars.eu/agenda>

ORIGINAL ARTWORKS

Cars, helmets, car hood and paintings



Augmented reality

NFT (Non Fongible Token)

Price on quotation

AFFORDABLE ARTWORKS

Fine Art Prints **ARTrust** **DIGI**
GRAPHIE
Epson

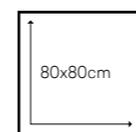
ART+3

Limited series artwork

Augmented reality

NFT (Non Fongible Token)

Black wood frame



Price : 3.795€ TTC

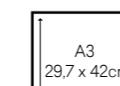
A3

Unlimited series reproduction

Augmented reality

NFT not included

Without frame



Price : 595€ TTC

Let's play with augmented reality !

Install the
ARTIVIVE app



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the ARTIVIVE app



ENJOY !



BURNT RACING ART CAR BENTLEY CONTINENTAL GT3

SMOKED ART CAR BENTLEY CONTINENTAL GT



ORANGE - 2022

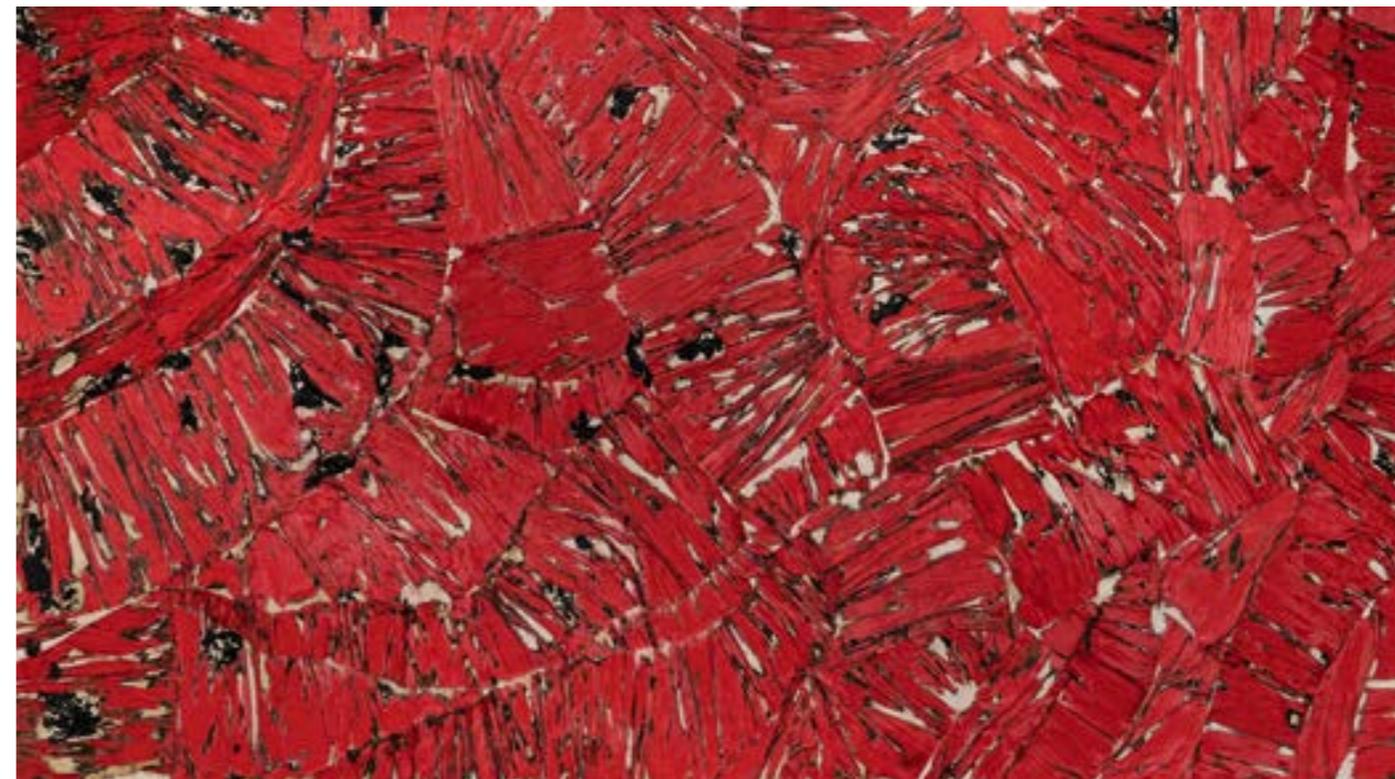
200 x 400 cm

Acrylic and burnt paper on canvas

3D/360° NFT virtual collectibles

Original + Affordable Artwork

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RED - 2022

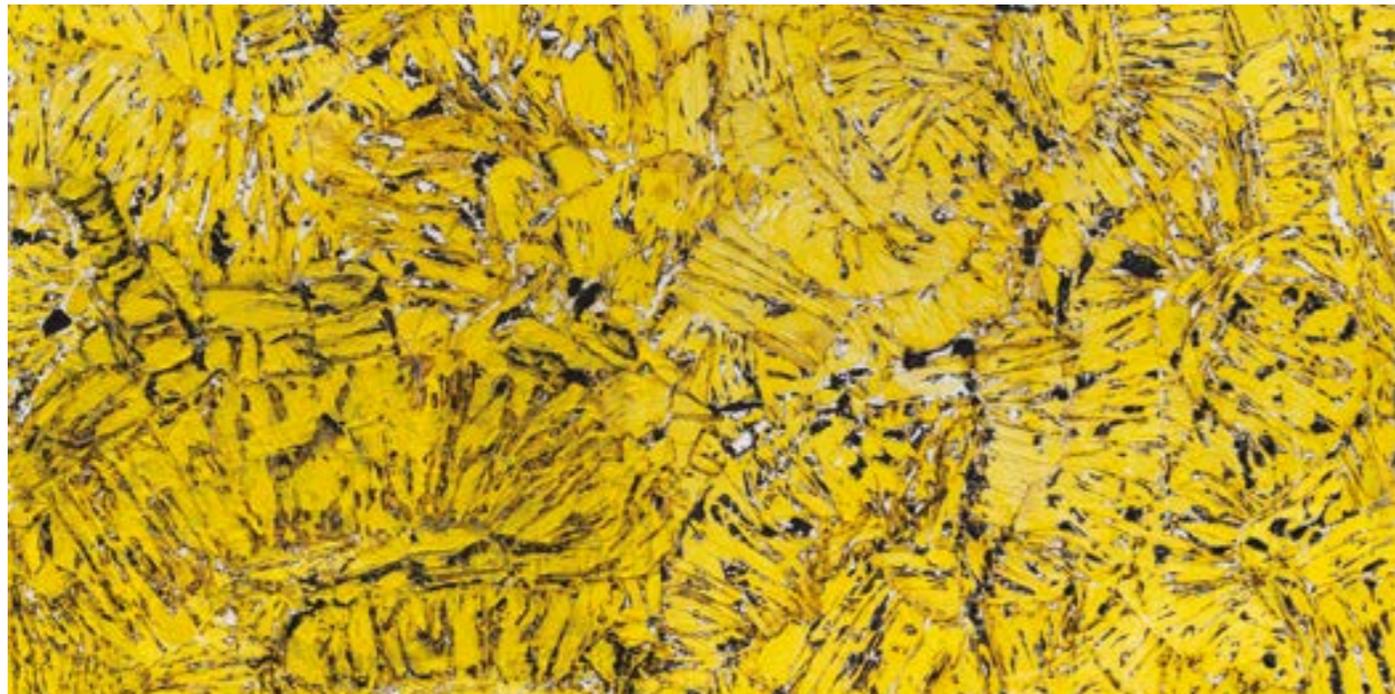
200 x 400 cm

Acrylic and burnt paper on canvas

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Original + Affordable Artwork

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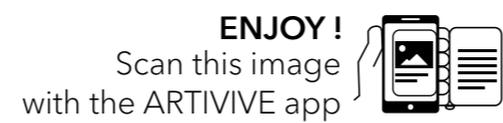
YELLOW - 2022

175 x 275 cm

Acrylic and burnt paper on canvas

3D/360° NFT virtual collectibles

Original + Affordable Artwork



R&B - 2021

85 x 85 cm

Acrylic and burnt paper on canvas

3D/360° NFT virtual collectibles

Original + Affordable Artwork



2020
85 x 198 cm
Smoke and pigments on canvas
3D/360° NFT virtual collectibles
Original + Affordable Artwork



2020
100 x 210 cm
Smoke and pigments on canvas
3D/360° NFT virtual collectibles
Original + Affordable Artwork



2022
190 x 190 cm
Smoke and pigments on canvas
3D/360° NFT virtual collectibles
Original + Affordable Artwork

HELMET 01



HELMET 02



HELMET 05



2022 HELMETS
Smoke and pigments
3D/360° NFT virtual collectibles

Discover them in 3D here



HELMET 04



HELMET 03





2022 - BENTLEY CONTINENTAL GT HOOD

43 X 155 X 25 cm

Smoke and pigments

3D/360° NFT VIRTUAL COLLECTIBLES

ENJOY!
Scan this image
with the ARTIVIVE app 



2022 - BENTLEY CONTINENTAL GT3 HOOD

43 X 155 X 25 cm

Burnt

3D/360° NFT VIRTUAL COLLECTIBLES

ENJOY!
Scan this image
with the ARTIVIVE app 



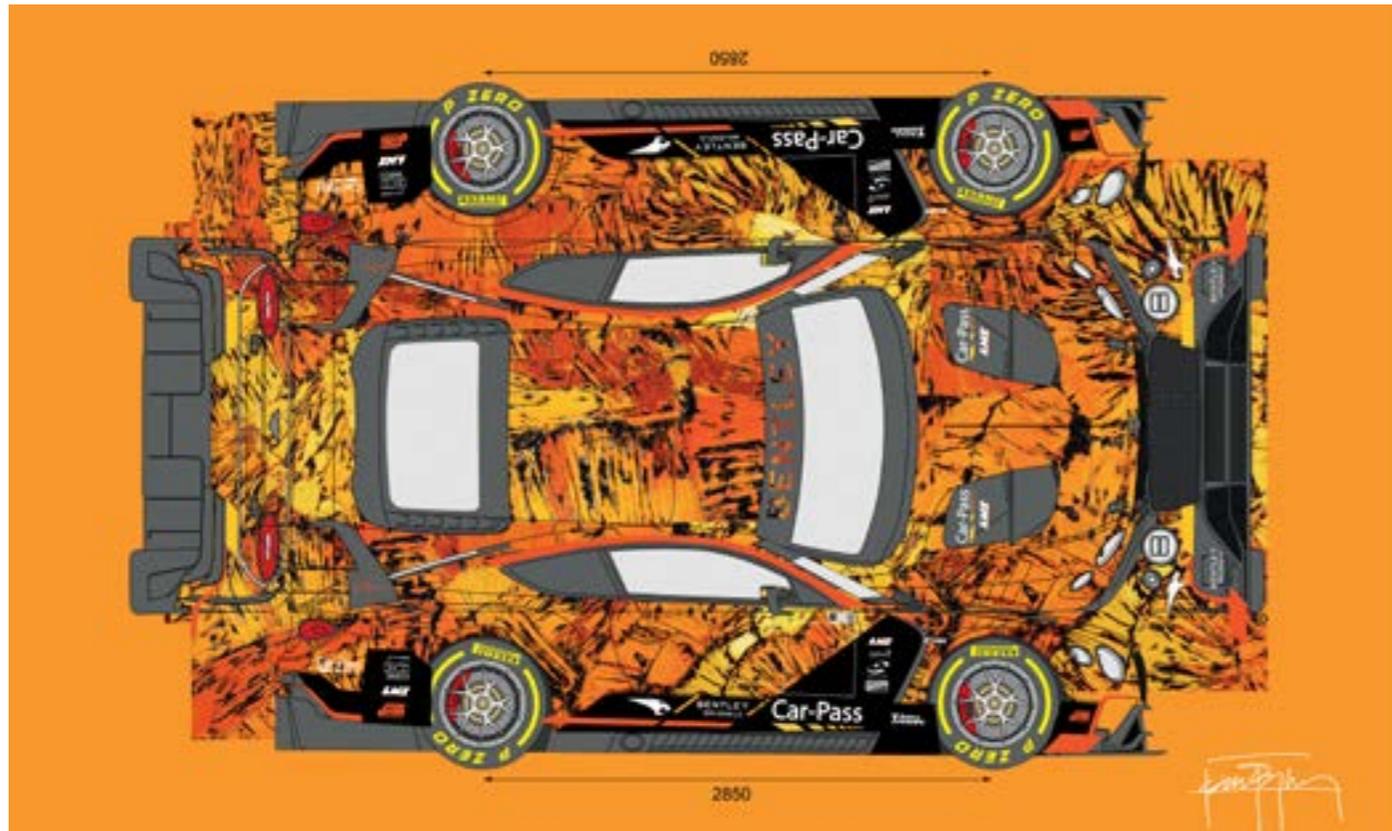
2022 - COMING FROM METaverse
BURNT RACING ART CAR BENTLEY CONTINENTAL GT3
3D/360° NFT virtual collectibles
Affordable Artwork

ENJOY!
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2022 - COMING FROM METaverse
SMOKED ART CAR BENTLEY CONTINENTAL GT
3D/360° NFT virtual collectibles
Affordable Artwork

ENJOY!
Scan this image
with the ARTIVIVE app 



2022

ART CAR GT3 BURNED BY JEAN BOGHOSSIAN BLUEPRINT

3D/360° NFT virtual collectibles

Affordable Artwork

ENJOY!
Scan this image
with the ARTIVIVE app



The Sponsors

This project could not have been possible without the support of inspiring partners and sponsors such as CMR - Classic & Modern Racing, DRM Motorsport, Autotrends and many others. Together they are committed to make a difference in the real world through the charity YourGT.



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SPECIAL THANKS TO

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**Phygital strategist, WEB3,
NFT, META-GALLERY, ARTeSHOP :**

ARTECOM.io | Vincent Parissis

info@artecom-meta.agency

+32 478 292 043

All information are on www.artoncars.eu